



Republic of the Philippines

Department of Education

Region VII, Central Visayas

DIVISION OF CEBUPROVINCE

Sudlon, Lahug, CebuCity



June 9, 2017

DIVISION MEMORANDUM

No.. 372, s. 2017

UNAUTHORIZED SOLICITATIONS BY CONSUMER ASIA MAGAZINE (CAM)

To: Assistant Superintendents
Education Supervisors/Coordinators
District Supervisors/OICs
Elementary and Secondary School Heads

1. For information and guidance of all concerned, attached is Regional Memorandum No. 0360 dated June 6, 2017 entitled "Unauthorized Solicitations by Consumer Asia Magazine (CAM)".
2. For details, refer to the attached communication.
3. Immediate and wide dissemination of this Memorandum is desired.


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Schools Division Superintendent

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REPUBLIKA NG PILIPINAS
REPUBLIC OF THE PHILIPPINES
KAGAWARAN NG EDUKASYON
DEPARTMENT OF EDUCATION
REHIYON VII, GITNANG VISAYAS
REGION VII, CENTRAL VISAYAS
Sudlon, Labug, Cebu City



REGIONAL MEMORANDUM

No. 0360, s. 2017

JUN 06 2017

UNAUTHORIZED SOLICITATIONS BY CONSUMER ASIA MAGAZINE (CAM)

To: Schools Division Superintendents
Public Secondary and Elementary School Heads
All Others Concerned

1. For the information and guidance of all concerned, attached is Unnumbered DepEd Memorandum from Undersecretary Dina S. Ocampo dated May 19, 2017 with the subject "UNAUTHORIZED SOLICITATIONS", which is self-explanatory.
2. For details, please refer to the attached DepEd Unnumbered Memorandum and Letter of Director Jocelyn DR Andaya of Bureau of Curriculum Development
3. Immediate and wide dissemination of this Memorandum is desired.


JULIET A. JERUTA, Ph.D., CESO V
Director III
Officer-In-Charge

JANER/JQBS
CLMD '17

Office of the Director (ORDiv), Tel. Nos.: (032) 231-1433; 231-1309; 414-7399; 414-7325; Office of the Assistant Director, Tel. No.: (032) 265-4542
Field Technical Assistance Division (FTAD), Tel. Nos.: (032) 414-7324 Curriculum Learning Management Division (CLMD), Tel. Nos.: (032) 414-7323
Quality Assurance Division (QAD), Tel. Nos.: (032) 231-1071 Human Resource Development Division (HRDD), Tel. No.: (032) 255-5239
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414-7065 Administrative Division, Tel. Nos.: (032) 414-7326; 414-4367; 414-7366; 414-7322; 414-4367
Finance Division, Tel. Nos.: (032) 256-2373; 253-8061; 414-7321

"EQA 2015: Kamapagan ng Lahat, Pananagutan ng Lahat"

06/09/17



Republic of the Philippines
Department of Education

MEMORANDUM

TO : Regional Directors
Schools Division Superintendents
All Others Concerned

FROM : *DINA S. OCAMPO*
Undersecretary
For Curriculum and Instruction

SUBJECT : **UNAUTHORIZED SOLICITATIONS**

DATE : May 19, 2017

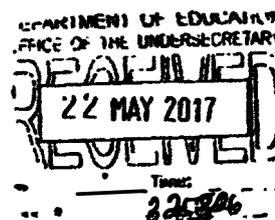
It has been brought to our attention that the name of the Bureau of Curriculum Development is being used by Consumer Asia Magazine (CAM) for solicitation purposes.

Please be reminded that we do not tolerate such practice of using the name of any unit/division/bureau or the name of the Department of Education in any company's activities as it may translate into an endorsement, which the Department prohibits through D.O. no. 28, s. 2001 and D.O. no. 39, s. 2009 entitled "Prohibiting the Commercialization of the DECS Organization through Endorsements and Accreditation of Goods and Services."

For immediate dissemination.



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF EDUCATION
Bureau of Curriculum Development
3F, Bonifacio Bldg., Marikina Avenue, Pasig City, Philippines



May 19, 2017

Dear Usec Ocampo:

Last March 1, 2017, the Bureau of Curriculum Development received a communication from Consumer Asia Magazine (CAM) endorsed by your good office.

As stated in the letter sent by their Executive Editor, Ms. Divine T. Brillantes, the bureau would be featured in their next issue for FREE. The only dispensation that they asked was a signed letter of approval indicating that the Bureau of Curriculum Development is supporting Consumer Asia Magazine (CAM) as a valuable medium through which key agencies and organizations have brought their directions, accomplishments and national overall impact to the attention of our countrymen.

Thinking that this would be a good way to advertise Kto12, the undersigned had signed the said APPROVAL LETTER but even before the process took place, the Bureau started to receive calls from different schools and other sectors confirming if the bureau had something to do with the solicitation being done by CAM.

Upon investigating, it turned out that Consumer Asia Magazine (CAM) has been using the APPROVAL LETTER to solicit money from the field.

Consequently, the bureau had sent a letter to CAM telling them that the Bureau of Curriculum Development had already withdrawn its support from any activity that CAM would be engaged in.

Likewise, the field has to be warned not to participate with this unauthorized solicitation.

Thank you.

Yours truly,


JOCELYN DEBANDAYA
Director IV